

Application No. 10/022,649  
Atty. Dkt. No. SEDN/4665-5  
Page 2 of 9

### **LISTING OF THE CLAIMS**

1-15. (Cancelled)

16. (Currently Amended) A method for providing access to interactive features of electronic program guides (EPGs) from within broadcast advertisements, comprising:

receiving broadcast audio and video content along with a promotional metadata file associated with the broadcast audio and video content, the promotional metadata file including a plurality of data items, the data items including a promotion type, the promotion type including a purchasable event and an interactive advertisement;

presenting the interactive advertisement, the interactive advertisement including a selectable option for the user to store the interactive advertisement on a user-defined storage device for future viewing during presentation of the interactive advertisement;

receiving a user selection to store the interactive advertisement for future viewing of the interactive advertisement on the storage device; and

storing the interactive advertisement for future viewing of the interactive advertisement on the storage device.

17. (Previously presented) The method of claim 16, further comprising:

presenting a promotion based on at least a portion of the data items;

receiving a selection of the promotion;

collecting payment information, if the promotion type is the purchasable event;

and

presenting a full screen of the promotion, when the promotion type is the interactive advertisement.

18. (Previously presented) The method of claim 17, wherein a plurality of promotions is interspersed among the broadcast audio and video content.

19. (Previously presented) The method of claim 17, further comprising:

493147-1

Application No. 10/022,649  
Atty. Dkt. No. SEDN/4665-5  
Page 3 of 9

presenting the promotion within an electronic program guide (EPG), when the promotion type is the interactive advertisement.

20. (Previously presented) The method of claim 16, wherein the data items include a web action and a web address and further comprising:

receiving a selection of the web action; and

providing access to a web page associated with the web address.

21. (Previously presented) The method of claim 20, wherein the web page is displayed in a picture-in-picture (PIP) window.

22. (Previously presented) The method of claim 17, wherein the data items include a show date, a show time, and a tune action; and further comprising:

determining whether the promotion is for an event that is presently playing using the data items, the data items including a show date and a show time;

setting a reminder, when a program reminder is selected and the event is not presently playing; and

tuning the event, when the event is presently playing and the program reminder is not selected.

23. (Previously presented) The method of claim 22, further comprising:  
setting a recording device, when the event is not presently playing and the program reminder is not selected.

24. (Previously presented) The method of claim 16, further comprising:

storing a plurality of promotions; and

presenting the stored promotions.

25. (Previously presented) The method of claim 16, wherein the data items are selected from the following: a product identifier, an EPG action, a force tune channel identifier, timing information, a network, a price, a synopsis, and an

Application No. 10/022,649  
Atty. Dkt. No. SEDN/4665-5  
Page 4 of 9  
advertisement identifier.

26. (Previously presented) The method of claim 25, wherein the EPG action is selected from the following: a tune action, a reminder action, a web action, a pay-per-view purchase, a store action, and a record action.

27. (Previously presented) A set top terminal for providing access to interactive features of electronic program guides (EPGs) from within broadcast advertisements, comprising:

- a network interface to receive broadcast audio and video content along with at least one promotional metadata file associated with the broadcast audio and video content from a distribution network;

- a promotional metadata storage to store the promotional metadata file, the promotional metadata file including a plurality of data items, the data items including a promotion type and an EPG action, the promotion type including a purchasable event and an interactive advertisement;

- a presentation component to provide a presentation and a plurality of navigation tools, the presentation including the broadcast audio and video content, at least one EPG, and at least one promotion, the promotion being based on at least a portion of the data items;

- a display interface to present the presentation and navigation tools on a display device;

- a user-defined storage device for storing the interactive advertisement, when the user selects an option to store the interactive advertisement for future viewing, during the presentation of the interactive advertisement; and

- a digital video recorder for future viewing of the stored interactive advertisement by the user;

- wherein the navigation tools provide interaction with the EPG action within the promotion.

28. (Previously presented) The set top terminal of claim 27, wherein the

Application No. 10/022,649  
Atty. Dkt. No. SEDN/4665-5  
Page 5 of 9

presentation includes a full screen of the promotion, when the promotion type is the interactive advertisement.

29. (Previously presented) The set top terminal of claim 28, wherein the presentation includes a plurality of promotions that are interspersed among the broadcast audio and video content.

30. (Previously presented) The set top terminal of claim 27, wherein the presentation includes the promotion within an electronic program guide (EPG); when the promotion type is the interactive advertisement.

31. (Previously presented) The set top terminal of claim 27, wherein the data items include at least one data item selected from the following: a product identifier, an EPG action, a force tune channel identifier, timing information, a network, a price, a synopsis, and an advertisement identifier.

32. (Previously presented) The set top terminal of claim 27, wherein the EPG action is selected from the following: a tune action, a reminder action, a web action, a pay-per-view purchase, a store action, and a record action.